

ORDER



KSNV

Orders	Order / Rev:	108373	
	Alt Order #:	06868697	
	Product Desc:	PATRIOT MAJ USA	
	Estimate:	2278	
	Flight Dates:	10/30/12 - 11/06/12	Primary AE:
	Original Date / Rev:	10/29/12 / 10/29/12	Sales Office:
	Order Type:	GENERAL	Sales Region:
Agency	Name:	Waterfront Strategies	
	Buying Contact:		
	Billing Contact:		
		Billing Type:	Cash
		Billing Calendar:	Broadcast
		Billing Cycle:	EOM/EOC
		Agency Commission:	15%
Advertiser	Name:	Patriot Majority	
	Demographic:	A35+	
	Product Codes:	PLI1	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, ISSUE, GEN	
		New Business Thru:	
		Order Separation:	00:05:00
		Advertiser External ID:	
		Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	43	\$100,250.00	\$85,212.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	43	\$100,250.00	\$85,212.50	0.00
Total	43	\$100,250.00	\$85,212.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

KSJV	24%	\$100,250.00
Market	100%	\$417,708.33

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$104,427.08
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$104,427.08
KTUD	1%	\$4,177.08
KVVU	20%	\$83,541.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$20,885.42

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	KSNV	10/30/12	11/05/12	M-F	5-6a WakeUp w/Wagner		5-6a		MTWTF--	:30	2	\$1,200.00	1	0.00	NM		2	\$2,400.00
M-F 5-6a WakeUp w/Wagners																		
WAKE UP WITH THE WAGNERS																		
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>								
Week: 10/30/12		11/05/12		MTWTF--		2		\$1,200.00		0.00								

Order / Rev: 108373
Alt Order #: 06868697
Flight Dates: 10/30/12 - 11/06/12

Advertiser: Patriot Majority
Product Desc: PATRIOT MAJ USA
Estimate: 2278

KSNEWS.COM

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/05/12	M-F	5-6a WakeUp w/Wagners		5-6a		MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
WAKE UP WITH THE WAGNERS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12 11/05/12 MTWTF-- 2 \$1,200.00 0.00																	
E 2	KSNV	10/30/12	11/05/12	M-F	6-7a WakeUp w/Wagners		6-7a		MTWTF--	:30	2	\$2,000.00	1	0.00	NM	2	\$4,000.00
WAKE UP WITH THE WAGNERS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12 11/05/12 MTWTF-- 2 \$2,000.00 0.00																	
E 3	KSNV	11/06/12	11/06/12	M-F	6-7a WakeUp w/Wagners		6-7a		-T-----	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
WAKE UP WITH THE WAGNERS CHANGE IN DATE																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12 11/11/12 -T----- 1 \$2,000.00 0.00																	
E 4	KSNV	10/30/12	11/05/12	Today Show		CM	658a-9am		MTWTF--	:30	4	\$3,800.00	1	0.00	NM	4	\$15,200.00
TODAY SHOW																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12 11/05/12 MTWTF-- 4 \$3,800.00 0.00																	
E 5	KSNV	11/06/12	11/06/12	Today Show		CM	658a-9am		-T-----	:30	1	\$3,800.00	1	0.00	NM	1	\$3,800.00
TODAY SHOW REV DATE																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12 11/11/12 -T----- 1 \$3,800.00 0.00																	
E 6	KSNV	10/30/12	11/05/12	Noon News		CM	12-1230pm		MTWTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
NEWS 3 AT NOON																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12 11/05/12 MTWTF-- 3 \$1,000.00 0.00																	
E 7	KSNV	11/06/12	11/06/12	Noon News		CM	12-1230pm		-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS 3 AT NOON REV DATE																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12 11/11/12 -T----- 1 \$1,000.00 0.00																	
E 8	KSNV	10/30/12	11/05/12	The Agenda	1230pm	CM	1230-1p		MTWTF--	:30	3	\$650.00	1	0.00	NM	3	\$1,950.00
NEWS 4: THE AGENDA																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12 11/05/12 MTWTF-- 3 \$650.00 0.00																	
E 9	KSNV	11/06/12	11/06/12	The Agenda	1230pm	CM	1230-1p		-T-----	:30	1	\$650.00	1	0.00	NM	1	\$650.00
NEWS 4: THE AGENDA REV DATE																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12 11/11/12 -T----- 1 \$650.00 0.00																	
E 10	KSNV	10/30/12	11/05/12	The Doctors		CM	2pm-3pm		MTWTF--	:30	3	\$650.00	1	0.00	NM	3	\$1,950.00
THE DOCTORS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12 11/05/12 MTWTF-- 3 \$650.00 0.00																	
E 11	KSNV	10/30/12	11/05/12	Dr. Phil		CM	3-4p		MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
DR. PHIL																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12 11/05/12 MTWTF-- 3 \$1,200.00 0.00																	
E 12	KSNV	10/30/12	11/05/12	NEWS 3 at 4 (1 HOUR)	CM		4-5pm		MTWTF--	:30	3	\$1,800.00	1	0.00	NM	3	\$5,400.00
NEWS 4 AT 430P																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12 11/05/12 MTWTF-- 3 \$1,800.00 0.00																	
E 13	KSNV	10/30/12	11/05/12		CM		5-630p		MTWTF--	:30	3	\$3,600.00	1	0.00	NM	3	\$10,800.00

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Advertiser: Patriot Majority
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Early News															
M-F Early News															
EARLY NEWS no 6PM NWS on 10/3, 10/11, 10/16, 10/22															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12 11/05/12 MTWTF-- 3 \$3,600.00 0.00															
E 14	KSNV	11/03/12	11/03/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	3	\$1,350.00	1	0.00	NM	3	\$4,050.00
Sa-Su Early News															
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -----S- 3 \$1,350.00 0.00															
E 15	KSNV	10/30/12	11/05/12	M-F Jeop/Wheel	CM	630-730pm	MTWTF--	:30	3	\$3,400.00	1	0.00	NM	3	\$10,200.00
M-F Jeopardy/Wheel of Fortune															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12 11/05/12 MTWTF-- 3 \$3,400.00 0.00															
E 16	KSNV	11/03/12	11/03/12	Weekend Jeopardy/Whe6M	CM	630-730pm	-----S-	:30	1	\$1,050.00	1	0.00	NM	1	\$1,050.00
WKND Jeop/Wheel															
JEOPARDY/ Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -----S- 1 \$1,050.00 0.00															
E 17	KSNV	11/05/12	11/05/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$8,000.00	1	0.00	NM	1	\$8,000.00
Monday Prime 8-10pm															
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12 11/11/12 M----- 1 \$8,000.00 0.00															
E 18	KSNV	11/05/12	11/05/12	Mon PR 10-11p	CM	10-11pm	M-----	:30	1	\$6,400.00	1	0.00	NM	1	\$6,400.00
Monday Prime 10-11pm															
Revolution N/A 10-22															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12 11/11/12 M----- 1 \$6,400.00 0.00															
E 19	KSNV	10/31/12	10/31/12	Wed PR 10-11p	CM	10-11pm	--W----	:30	1	\$6,400.00	1	0.00	NM	1	\$6,400.00
Wednesday Prime 10-11pm															
CHICAGO FIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 --W--- 1 \$6,400.00 0.00															
E 20	KSNV	10/30/12	11/05/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$2,800.00	1	0.00	NM	2	\$5,600.00
M-F News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12 11/05/12 MTWTF-- 2 \$2,800.00 0.00															
E 21	KSNV	11/03/12	11/03/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -----S- 1 \$2,800.00 0.00															
		Totals												43	\$100,250.00